Security – The Cultural Shift

Dr Wojciech Swiatek

Motorola Information Protection Services

Why such a subject

- Many brilliant technical or managerial presentations
- Security issues not always technical or managerial
- An interesting experience

The world

- Asia
  - Thousands of years of technical heritage
  - Many, many people
- Europe
  - Religious roots
  - Tradition of war
  - Many different options on a small area
- N. America
  - Brand new
  - No need to reinvent the wheel
  - Fast pace
  - Business oriented
- Africa
  - Terra incognita

People make security

- Machines are just a tool
- So: we need to communicate
- The human aspect is ofter underestimated
- Assumptions:
  - „we are all professionals"
  - „we all work in the same company"
  - „there is a common understanding of the rules of the game"

Why the issue

- Wrong assumptions
- Relationship with official bodies
  - „Difficult" position between govt and business
  - In some countries local regulations are against the policy
  - In some countries it is not possible to work with security at all
- Political constraints
- Information flow not always where you would expect
  - „no shame" in Asian countries
  - Alternate information path

Different concepts

- Time
  - Linear
    - Time flows like a river
    - No control
    - European/US culture
  - Event based
    - Things happen when they happen
    - People drive time
    - African culture

Zero?

OK?

Money?

- Pictures
  - European/Americans see large objects in the foreground
  - Japanese will see background details
- Colours
  - Different people classify color areas in a different way
- Gestures
  - Smile – US vs. Asia
  - Handling paper

Colours by cultures

Colour	Meanings
Red	**China:** Good luck, celebration, summoning **Cherokees:** Success, triumph **India:** Purity **South Africa:** Color of mourning **Russia:** Bolsheviks and Communism **Eastern:** Worn by brides **Western:** Excitement, danger, love, passion, stop, Christmas (with green)
Orange	**Ireland:** Religious (Protestants) **Western:** Halloween (with black), creativity, autumn
Yellow	**China:** Nourishing **Egypt:** Color of mourning **Japan:** Courage **India:** Merchants **Western:** Hope, hazards, coward
Green	**China:** Green hats indicate a man's wife is cheating on him, exorcism **India:** Islam **Ireland:** Symbol of the entire country **Western:** Spring, new birth, go, Saint Patrick's Day, Christmas (with red)
Blue	**Cherokees:** Defeat, trouble **Iran:** Color of mourning **Western:** Depression, sadness, conservative, corporate, "something blue" bridal tradition
Purple	**Thailand:** Color of mourning (widows) **Western:** Royalty
White	**Japan:** White carnation symbolizes death **Eastern:** Funerals **Western:** Brides, angels, good guys, hospitals, doctors, peace (white dove)
Black	**China:** Color for young boys **Western:** Funerals, death, Halloween (with orange), bad guys, rebellion

Cultural issues - examples

- India
  - Company wanted to remove obsolete PCs and replace them with ray blasters
  - This almost created a strike – people felt that 'CPU' is taken away
- „Alpha" position
  - Discussion may not be possible
  - Discussion may mean that the leader is wrong
  - Issues may come from the side
- Loyality to company vs. country

Tough questions

- Do we really want to have security in place?
  - Looks nice on papers
  - Policies not know, hence not implemented
  - Disaster Recovery Plans never exercised
- Why do we often have failures in information protection?
  - lack of empowerment?

What to do

- Learn about the culture of the place you do business with
- Show commitment to culture – always pays off